

Why the Color Blue?

During the past several years, the blue ribbon has been widely recognized as a national symbol of child abuse awareness. This movement began in the spring of 1989, when a concerned grandmother, Bonney Finney, of Norfolk, Virginia, took a stand against child abuse after experiencing the death of her grandson. She tied the symbolic blue ribbon to her car antennae as a signal to her community of her personal commitment to involve everyone in the battle to stop child abuse. Bonney's own grandson was a tragic young victim, and his death has given her the strength to encourage others to help in the fight against child abuse and neglect. The spirit of her blue ribbon grew, and it inspired a nationwide effort to join forces in this tragic battle.

Why the color blue? So she would never forget the bruised body of her grandchild.

We must protect our most precious gift of all...our children. Please wear a blue ribbon...put one on your car... give one to friends...tell them what it means...you may be saving a child's life.

Hurt Lasts a Lifetime.
Every Child Matters, Every Person Helps.
Together we can prevent child abuse.